

bengin

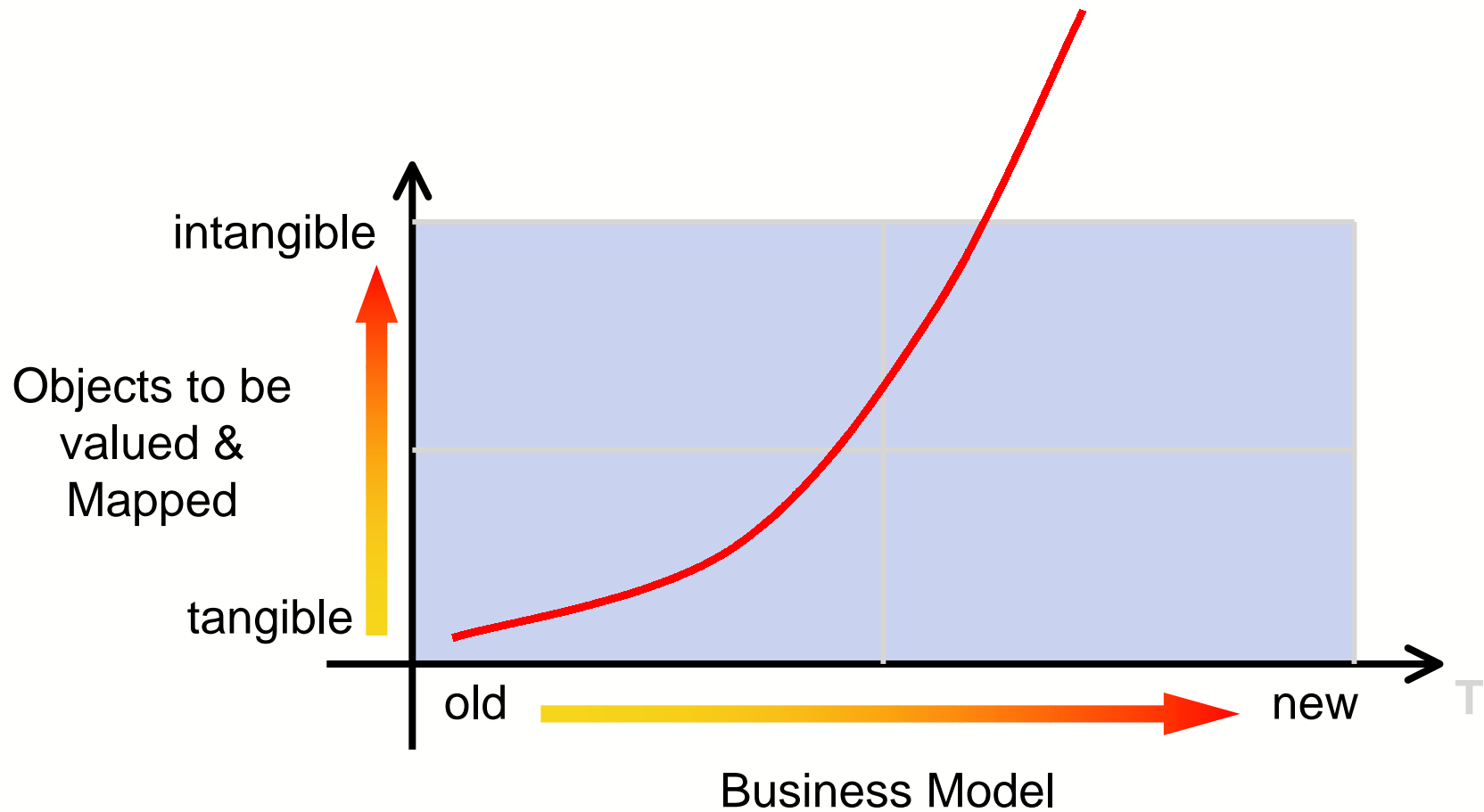
The Project



Our goals are...

- Delivering 1st quality services and earning money for further R&D and growth.
- To be the leader in establishing new standards in structuring and quantifying tangible and intangible assets
- To be the 1st choice for worldwide customers for innovative solutions for the complex Business World

Complexity of the **new Business World** rises and the Business Models have to reflect this.

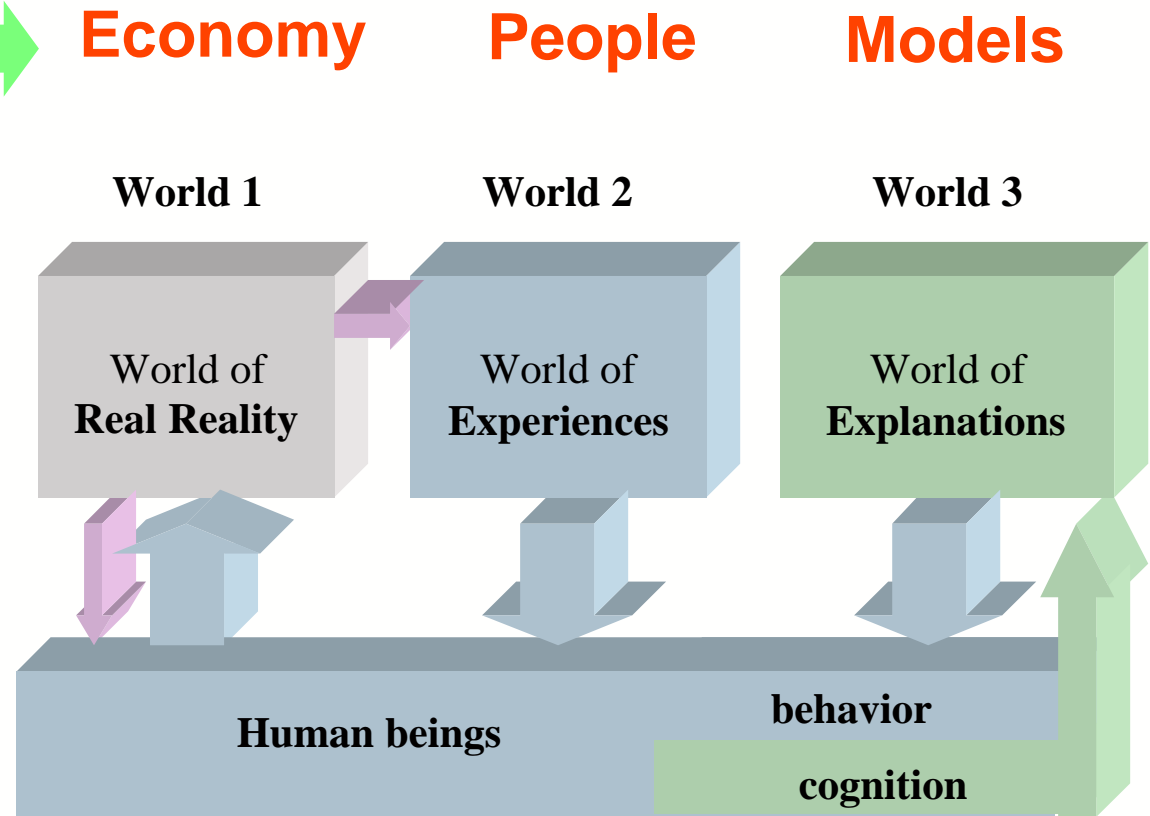


Our Investment:

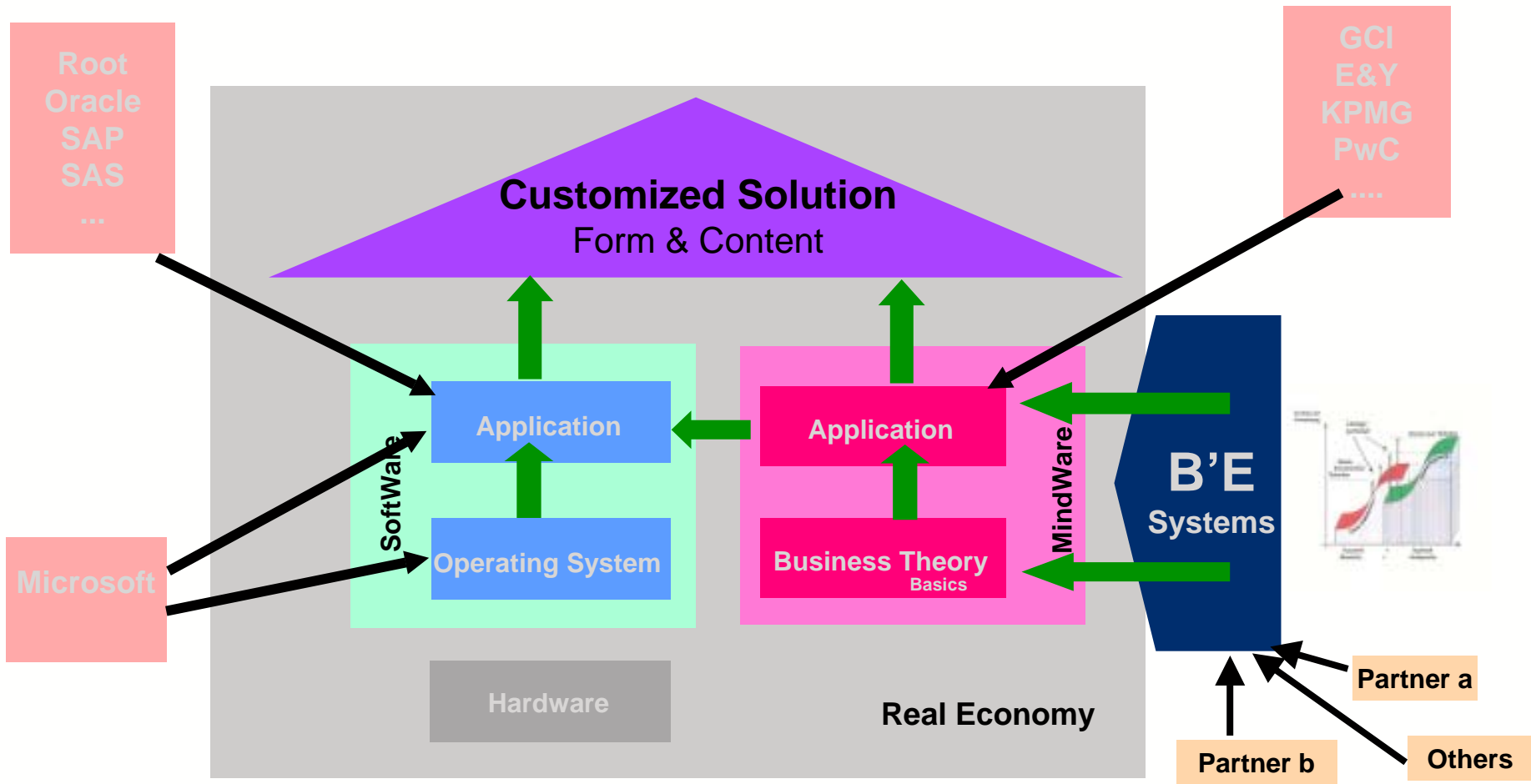
> CHF 3 Mio in R&D of new Measures, Maps & Models

**Business
Real World
is in a fast
development
process.**

**The
development
of the Models
is far behind
the needs.**



We have developed generic new Models for the new Business to deliver excellent solutions



The market has new needs
and is looking for sustainable new solutions

FOR THE „TYPICAL“ CUSTOMERS:

- Old economy companies:**
(banks, production, etc.) Models and Tools to analyze and optimize asset management
(tangible and intangible)
- Investment companies:** Models and Tools to understand what assets they are buying
(tangible and intangible)
- Start up companies:** Models and Tools to explain what assets they are building up
(tangible and intangible)

FOR THE CONSULTANTS:

- Consulting firms:** License of Models and Tools to implement added value
services at their client site

FOR THE INSTITUTIONS:

- Universities:** A new methodology to understand and value the new complex
Business World

Classic methodology has no solution for Value metrics.
 We developed a **basic Solution** & 3-d Models & property

	Structure	Quantify	
Arthur Andersen	+	- +	Cracking The Value Code
Boston C G	0	- +	Real Asset Value Enhancer
CG EY / EY	+	- +	Value Creation Index
PwC	+	- +	Value Reporting
Skandia (IC Visions)	+	- +	Tobin, „Intellectual Capital“
Stern Steward	-	- +	MVA, EVA
Sveiby	+	- +	Intangible Asset Monitor

Our contacts show strong and rising interest and need for several reasons.....

Ernst & Young:

they need better methodology for nonfinancial audit.

D....Z: they need new visual models to monitor their KPIs

N.....S: they need to understand their intangible assets.

S.... L....: likes the basically holistic Value-Solution.

European call center:

they need a visualizing system for their Balanced Scorecard

 We are setting up a base for developing, servicing and licensing lasting solutions for the next Economy

1) We welcome *200%* committed people

2) We work on an international Resource Base:
people, techniques, technologies, rights, money

3) We rely on Respect, Trust and Truth

bengin AG (founding stage)

Brought what to jubilation and misery once,
must and can give way to the knowledge now.

bengin AG

is the legal entity for the practice oriented further development and distribution of economic looks and knowledge. It was founded by businessmen from the look that in the classic economic teachings, among other things the immaterial values in inadmissible way are neglected.

And that it is important not to use the old wrong tools but to develop instruments with which some defects of the classic business economic paradigms are weeded out quite pragmatically.

A fast growing community supports bengin at its activities.

For questions you may contact:

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We look forward to your contact.

Back up slides

Today's multidimensional Business World can be represented better through a graphical interface.

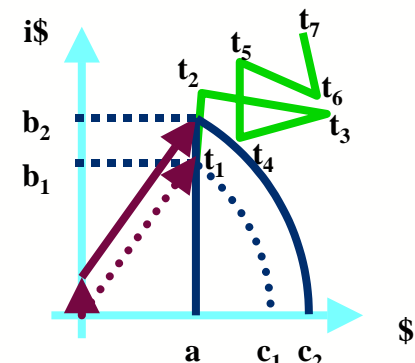
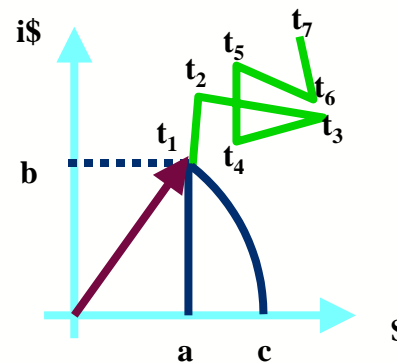
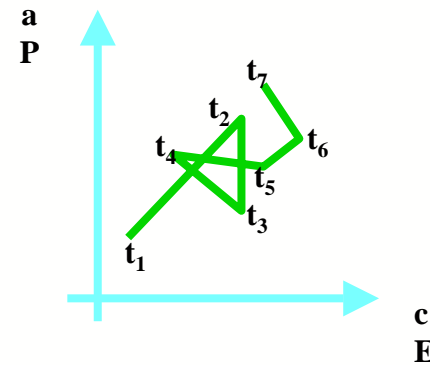
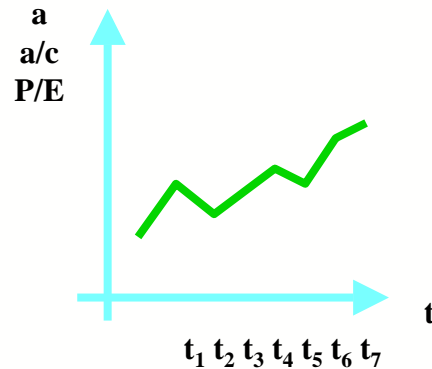
Numbers

Graphics

Absolute:
a, b, c.....

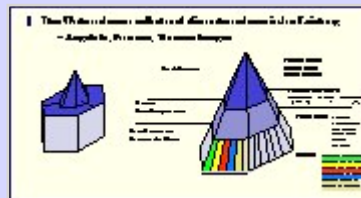
Relation:
a/b, a/c.....

**Vectors/
complex Number:**
 $z = a + bi$

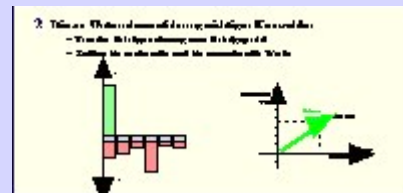


We developed the original know-how,
 the procedures and the instruments
 to analyze the new/next Business World and
 to find the needed and lasting Solutions.

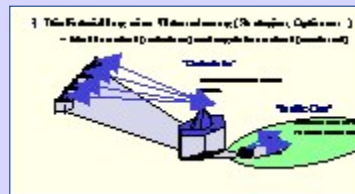
1. Structure



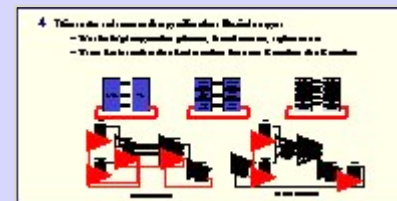
2. Quantity



3. Orientation/Direction



4. Optimization



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Beyond Limits of Classic Business Paradigms

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(re)cognising Values, developing, using....